



## EXPERIENCE



**P R A X E N T**  
jan 18 - present

SENIOR PRODUCT DESIGNER

Own full product spectrum of legacy modernization and new app development for clients in a multitude of industries  
Design accessible, efficient, and delightful B2B and B2C experiences based on user research  
Support and lead research and findings parsing to inform design choices  
Implement industry trends, findings, and accessibility standards to ensure designs are inclusive and competitive  
Develop powerful, branded, and flexible design systems for clients to scale their product post engagement  
Supporting and empowering independence of Praxent by owning photography, videography, and illustration needs



**E V E R F E S T**  
aug 2015 - sep 2017

LEAD DESIGNER

Designed everything that came out of Everfest  
Worked in agile environment to consistently iterate on ideas, receive validation, and improve upon concepts  
Maintain design system across a distributed development team to make front end iteration easier and faster  
Designed complete rebrand package to drive user engagement  
Founding team-Series A in Jun. 2017 and acquired in Dec. 2019



**K E N D R A S C O T T**  
nov 2014 - aug 2015

UI/UX DESIGNER

Worked to improve digital experience of online and in-store customers  
Led re-design efforts on the Kendra Scott Color Bar: an online, jewelry customization experience  
Collaborated directly with Kendra herself on Color Bar  
Design and prepare email campaigns in collaboration with marketing  
Weave seasonal collection concepts into an immersive online experience



**M O R O C H**  
july 2012 - nov 2014

DIGITAL DESIGNER

Lead digital campaign efforts for clients like McDonald's, Baylor Health Care Systems, Abu Garcia and more  
Lead designer on pitch decks that helped garner over \$500k in new business opportunities  
Co-led a national, omnichannel rebrand of Moroch



**C R E A T E T W O**  
aug 2010 - may 2012

ASSOCIATE DESIGNER

Hired as an intern while taking classes full time - promoted to Associate Designer  
Led email campaign design on client, AuburnART, yielding a +5% increase in sales  
Designed and printed letterpress poster campaign for local benefit 5k race

## EDUCATION

AUBURN UNIVERSITY  
BFA GRAPHIC DESIGN '12

## TOOLS

Figma                      Illustrator  
Sketch                      InDesign  
Invision                      Premiere  
Webflow                      Lightroom  
Photoshop                      HTML & CSS  
After Effects

## COMPETENCIES

UX  
USER INTERVIEWS  
HEURISTIC EVALUATIONS  
USER JOURNEYS  
WIREFRAMING

UI  
RAPID PROTOTYPING  
DATA VISUALIZATION  
DESIGN SYSTEM CREATION  
ACCESSIBILITY

SUPPLEMENTAL  
BRANDING  
TYPOGRAPHY  
PHOTOGRAPHY  
VIDEOGRAPHY

